ABSTRACT OF THE DISCLOSURE

The present disclosure relates to a process for dyeing human keratin materials having a lightening effect, applying to the materials a composition comprising, in a cosmetically acceptable medium, at least one fluorescent dye having the following formula:

$$R_5$$
 R_5
 R_6
 R_6
 R_7
 R_8
 R_8
 R_8
 R_8
 R_8
 R_8
 R_8
 R_9
 R_9
 R_9
 R_9

The present disclosure also relates to at least one fluorescent dye, to a composition comprising the at least one fluorescent dye, and to a multi-compartment kit comprising the said composition.